

## Lowell Community Chest Association, Inc.

Office  
204 Middle Street  
Lowell, Massachusetts  
Telephone 7131

### REPORT TO PUBLICITY EXCHANGE ON 26TH ANNUAL APPEAL: 10-24 OCT 1949

<u>Asked</u>	<u>For Year</u>	<u>Received</u>	<u>Result as percent of amount...</u>	
\$237,615.	1950	\$190,135.	<u>asked for '50</u>	<u>recd. for '49</u>
237,500.	1949	226,580.	80.	83.9

Principal slogan:

SAY YES TO YOUR COMMUNITY CHEST!

This year we marched at the tail end of a procession which averaged an appeal per month for the last twelve months. This took two million dollars out of a community which used to think itself generous when it gave the CHEST \$150,000. -- and had no other fund campaigns.

Local manufacturing and retail business reflected in its contributions the effect of almost a year of poor returns.

Consequently we took a pasting -- despite many improvements in our campaigning methods.

Organization began earlier than ever, and resulted in an increase of 40% in number of volunteer workers.

The volume of public information was tripled. We used the SAY YES slogan in paid ads, in news releases and over the radio.

We find that recognizable CHEST and RED FEATHER material is thrown away here. Our principal distribution, therefore, was a fanfold leaflet with teaser covers and story (see sample).

In all, we used 20 promotional graphics, 40 administrative, and 4 novelties as campaign aids. Most of these were national designs.

Our conclusion is encouraging. Though these other appeals picked our pockets this year, we hope to capitalize in the future on the higher aggregate figure to which they have raised local giving.

Meanwhile, we have a lean year to live out -- and an October 1950 campaign to plan!

### SERVICES OF THE GREATER LOWELL COMMUNITY CHEST

HEALTH -- Visiting Nurse -- FAMILY -- Catholic Charitable Bureau -- Family Service of Greater Lowell -- CHILD AND YOUTH -- Boys Club --  
Boy Scouts -- Country Week -- Day Nursery -- Girls Club -- Girl Scouts -- Lowell Branch S.P.C.C. -- Y.M.C.A. -- Y.W.C.A. --  
SPECIAL -- Association for the Blind -- Florence Crittenton League -- Goodwill Industries -- International Institute.